



Election Media Monitoring

October 23 – November 3, 2012

Following key findings were identified at the five channels (the First Channel of the Public Broadcaster, Rustavi 2, Maestro, Kavkasia and the Ninth Channel) while monitoring their news releases during the period of October 23 – November 3:

- Following subjects were found among the top three, with a similar order, according to the time allocated by all the channels: the government, the Coalition Georgian Dream and the United National Movement. The only exception is the First Channel, where the Coalition Georgian Dream ranks first and the government comes next.
- Compared to other monitoring periods, the coverage of the President decreased very much almost on all the channels. Besides, whole range of other monitoring subjects are actually no longer covered during this period (political parties, local and international organizations, CEC, State Audit Service, etc.).
- The United National Movement has more than 60 percent of direct speech on the First Channel and on Rustavi 2, and less than 42 percent on the remaining three channels. This is at some extent due to the mini-talk show broadcasted during the news releases on these two channels.
- The Government and the Coalition Georgian Dream have more or less equally distributed shares of direct and indirect speech on all the channels.
- During this monitoring period the subjects were covered with neutral tone and this trend prevailed on all the channels, however, the main three subjects had negative coverage at various extents on all the channels.
- The share of negative coverage of the United National Movement is more than 30 percent on Maestro, Kavkasia and the Ninth Channel. Such trend is observed on these channels also in case of the journalist's tone too.
- Positive coverage was quite rare on all the channels. However, the share of positive coverage for the government is more on Maestro and the Ninth Channel compared to other channels.

- The share of positive and negative coverage for is almost the same on Maestro in case of the President.

Methodology and Analysis

Election Media Monitoring of televisions includes quantitative and qualitative components. The quantitative component includes time allocated to the subject, direct and indirect speech and tone of coverage. Components of the qualitative monitoring are: balance, accuracy, fact-based coverage, manipulation with footage and music.

The quantitative data are provided in the diagrams, which are attached to the report. The time allocated to the subjects is provided in the diagrams in percentage. 100 percent equals to the time allocated to all the subjects on each channel during the particular monitoring period, which is indicated in the title of the diagram. If the diagram does not show any political party, which is a monitoring subject, this means that no time was allocated at all to this party on this channel during this period. Those parties, to which at least several seconds/minutes were allocated, are shown on the diagram (often with 0 percent of time). The category “other” on each channel represents the group of subjects (except the political parties), to which 1 percent of time or less was allocated on this channel.

Direct and indirect speech differentiates whether the subject is talking in the news-item himself or if he is being talked about by: journalists or other respondents. The direct and indirect speech is provided in the diagrams in percentage. 100 percent equals to the time allocated to every subject on this channel, which is provided along the subjects on these diagrams (in the format of hr:min:sec). Those subjects, to whom less than one minute was allocated on the channel, are not represented in the diagram.

The coverage tone is assigned to the subject when somebody is talking about him indirectly and also when he is talking about himself, about other subjects or about general issues. The diagrams show three categories of tones: positive (green), neutral (yellow) and negative (red). While counting the time allocated to the subject, the tone of this allocated time is also evaluated. Attention is paid to the text of a journalist or a respondent, and also to the overall context of the news item.

Tone-based evaluation of the time allocated to the subjects is given in two ways: evaluation of total time allocated to the subjects on a given channel based on the tone, and tone of coverage/mentioning of subjects by a certain journalist. The coverage tone is given in percentage. In the first case, 100 percent equals the total time of talking about a

subject on a particular channel, and also the time of talking about this subject by journalists. The subjects, to which less than 1 minute was allocated in each case, are not represented on the diagrams.

While performing the qualitative monitoring, the emphasis is laid on the balance, i.e. if there are several different opinions about the covered subject represented in the news items. The emphasis is also laid on the accuracy, and for evaluating this, the monitor observes if the journalist's conclusion and the materials used in the news items are compatible to each other (footage, comments of the respondents), or if there are any mistakes in the names, figures, identity of respondents. They also observe if the news item refers to any particular fact, and if there is any footage/comments provided in this news item to support this fact.

The monitoring pays attention to the cases of manipulating with footage and music in the news releases. It is assumed that there was a case of manipulation with footage and music, if the footage or photos used in the news item are represented, and there is a music accompanying that footage, which creates certain disposition and results in sharply positive or negative association.

Based on these components, the results of monitoring of news releases are provided for the period of October 23 until November 3, inclusive, per channels.

It is notable that only those parties and unions were monitored during this monitoring period, which was registered as election subjects for the Parliamentary elections of Georgia on October 1, 2012, in accordance with the Central Election Commission.

It is noteworthy that the composition of the government and the parliament changed after the parliamentary elections of 2012. Correspondingly, the monitoring subjects have changed as well.

There was also another change too, which affected the monitoring during this period: suspension of news services of Real TV and Imedi. News programs have not been broadcasted on Real TV since October 8, and on Imedi - since October 17. Correspondingly, the monitoring was performed only for the main news releases of the remaining 5 channels: First Channel of the Public Broadcaster, Rustavi 2, Maestro, Kavkasia and the Ninth Channel.

The First Channel

In total, 7 hours were allocated to the subjects in the main news programs on the First Channel from October 23 until November 3. In regards to the allocated time, three main subjects stand out on the First Channel, to which the most time was allocated: the Coalition Georgian Dream, the government and the United National Movement. The share of direct and indirect speech is distributed most evenly in case of the government. The Coalition Georgian Dream and the United National Movement have relatively more share of direct speech. The monitoring subjects are mostly covered with neutral tone on the First Channel. A relatively big share of negative coverage was reported for the Coalition Georgian Dream (both in case of the overall tone and in regards to the journalist's tone as well) and to the United National Movement. The headlines broadcasted on the First Channel have neutral and descriptive headlines. In general, the neutral reports prevail. However, we also come across with the cases of positive and negative coverage too. The news items of overall negative impressions mostly present the new government and the Prime Minister negatively, and rarely - the previous authorities are also presented negatively as well. Often such impression is created as far as there are comments of those respondents in some reports that represent only one particular party. As for supporting the journalist's information with facts, the First Channel always provides such facts. After the elections, members of not only the majority, but also the minority are invited to participate in live broadcasts. Usually, the host's questions are moderately demanding, however, there are cases when the journalists are asking more or less demanding questions.

Rustavi 2

During the monitoring period, in total 7 hours and 14 minutes were allocated to the subjects in the main news releases on Rustavi 2. According to the allocated time, the Government and the Coalition Georgian Dream are top-ranking subjects, to which almost equal time was distributed. Relatively less time was allocated to the United National Movement. Shares of direct and indirect speech are most equally distributed in case of the government. Other subjects, to which more than 20 minutes were allocated, have relatively higher share of direct speech. During this period, the subjects were mostly covered with neutral tone on Rustavi 2. This is seen from the charts on the overall tone, also in the chart on the journalist's tone. According to the allocated time, the top-three subjects have highest indicator of overall negative tone, compared to other subjects. Headlines of news items are mostly informative and neutral. Overall impression of the news items is often neutral. There are no sharply negative or sharply

positive reports observed in regards to any subject. However, there were positive reports about the president and the representatives of the United National Movement, and negative reports – about the members of the Coalition Georgian Dream and the new government. When there are guests broadcasted live during the news releases, the journalist always lets the guests express themselves fully; as for the questions, they are more or less demanding.

Maestro

Only 2 hours and 34 minutes were allocated to the monitoring subjects in the main news releases on Maestro during the period of October 23 – November 3. A clearly big part of the time was dedicated to the government. The time was almost equally distributed to the Georgian Dream and the National Movement. The distribution of direct and indirect speech is quite equal among the top-three subjects. Out of this, the equal distribution of direct and indirect speech was observed in case of the Coalition Georgian Dream. As for the tone-based evaluation of the time allocated to the subjects, here mostly the neutral tone prevails, but we also see the coverage with negative and positive tone as well. The more evident is the negative tone in case of all the subjects. As for the journalist's tone, on the background of mostly neutral coverage, the negative tone was mostly revealed in regards to two subjects: the government and the United National Movement. On Maestro, the majority of news items has descriptive and neutral headlines. However, the headlines with negative contents are observed in regards to the representatives of the former authorities and the National Movement. The overall impression of the reports is often negative in regards to the former authorities and the National Movement. The positive impression is rare. However, positive coverage of the leaders of the Coalition Georgian Dream is observed in some reports. In regards to the presented respondents, the news items are mostly balanced. We come across with the reports where we feel that the comments of the representatives of official state structures and those of the National Movement are lacking. However, often the journalist is pointing out that they were unable to get any comments.

Kavkasia

On Kavkasia, in total 3 hours and 9 minutes were allocated to the monitoring subjects in the main news releases of the day. More than a half of this time was dedicated to the government. Among the top-three subjects were also the Coalition Georgian Dream and the United National Movement. The biggest share of direct speech was observed in case

of the Coalition Georgian Dream, and the lowest share of direct speech – in case of the National Movement. The subjects were mostly covered with neutral tone on Kavkasia both from the overall point of view and also by the journalists as well. However, in both cases, the coverage with negative tone was observed in regards to several subjects, and among them the United National Movement has the highest indicator. Together with the reports with overall neutral impression, we also see the reports with negative contents on Kavkasia in regards to the United National Movement and the president. The negative impression is created mostly only as the result of the respondents' comments. Actually, there were no reports with overall positive impressions observed during this period. The reports are more or less balanced, however, there are also other news items where none of the respondents is presented.

The Ninth Channel

Compared to other channels, the Ninth Channel allocated the least time to the monitoring subjects in its main news releases – only 2 hours and 23 minutes during the monitoring period of October 23 – November 3. Out of this time the Government has quite a large share. Among the top-three subjects were also the Coalition Georgian Dream and the United National Movement, though with relatively lower percent. As for the distribution of direct and indirect speech, there is more or less equal distribution in case of the three main subjects on the Ninth Channel. Unlike other channels, here relatively more share of negative coverage is evident for some subjects. This is the case mainly with two subjects: the United National Movement and the President. As for the positive tone, we see the coverage with such tone only in case of the government. Distribution of time allocated to the subjects based on the journalist's tone is similar to the overall tendency. As for presenting various opinions in the reports, in this case the news items are more or less balanced. However, it is notable that in most cases the reports do not contain the comments of the representatives of the government and the United National Movement. There are cases observed on the Ninth Channel, when the conclusions drawn by the journalist do not correspond with the materials used in the report, or the journalist's reference is presented as a fact.

Annex - Diagrams

Diagram - Time 1

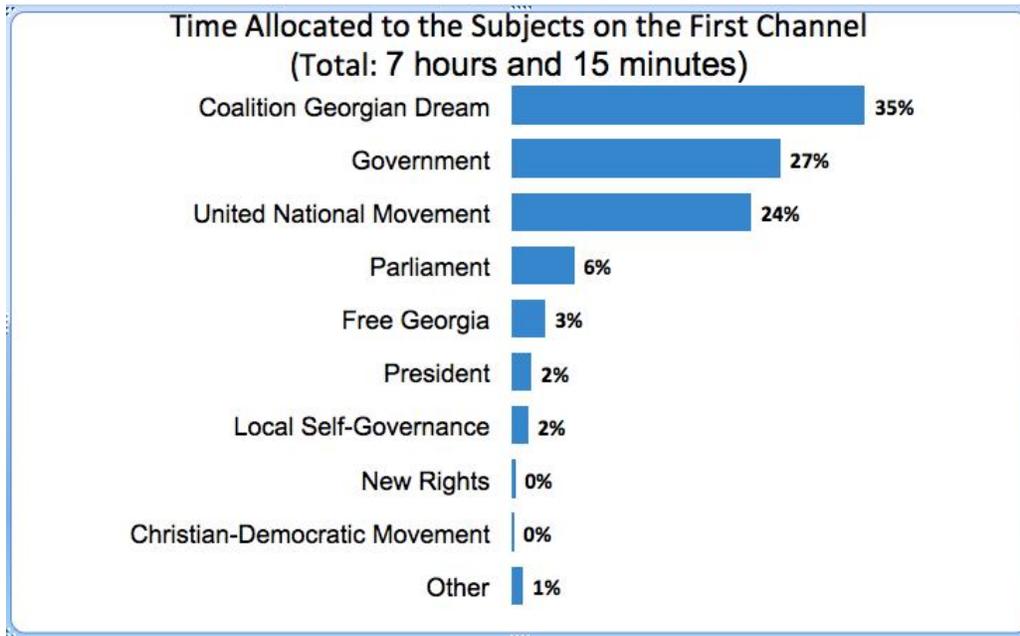


Diagram - Time 2

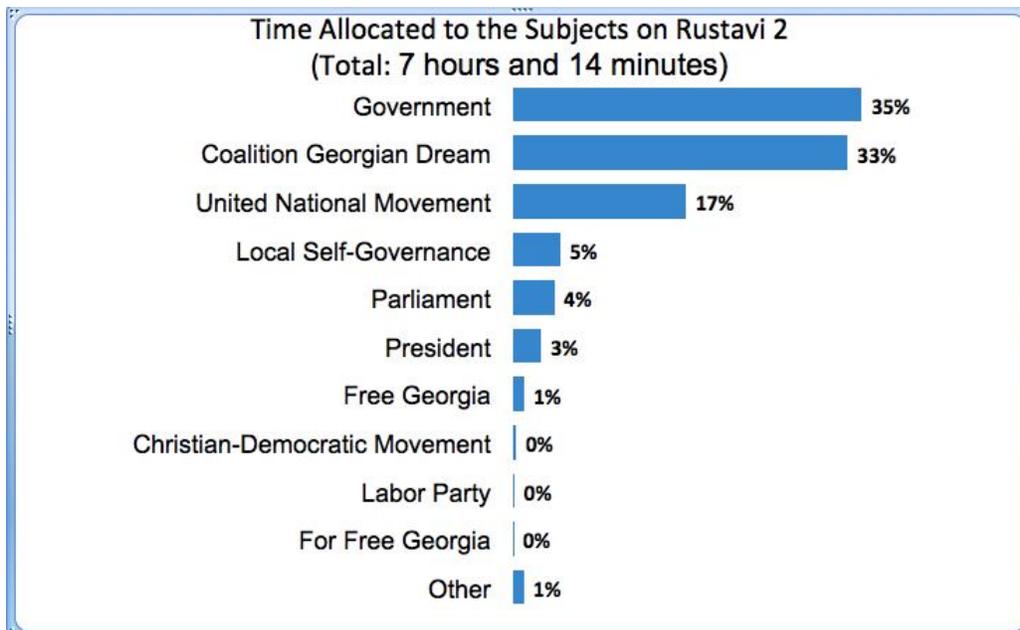


Diagram - Time 3

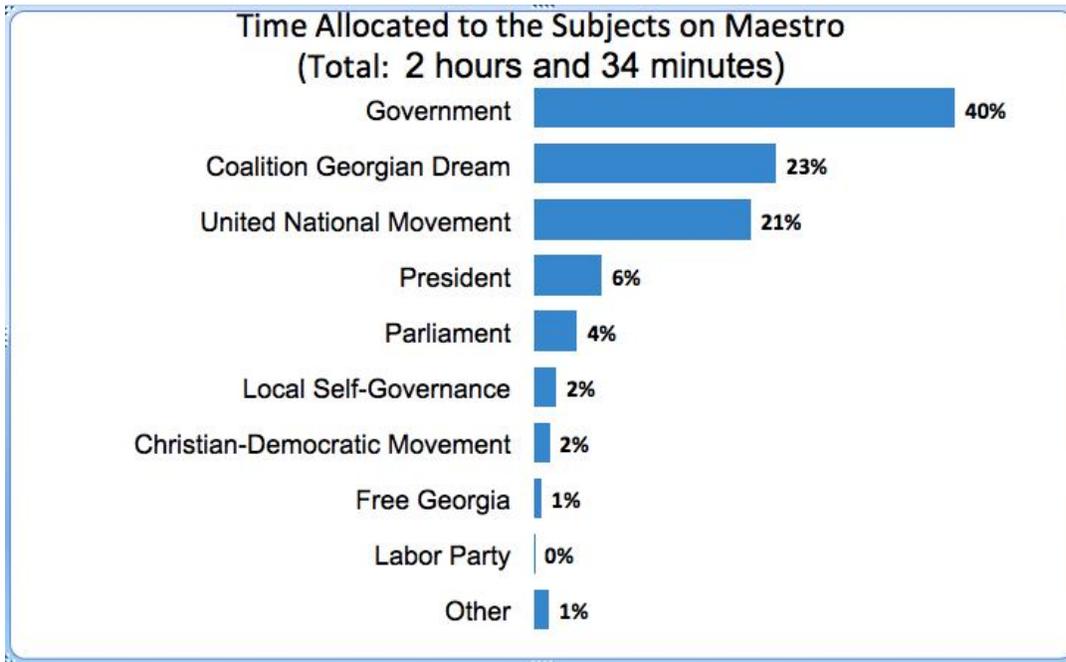


Diagram - Time 4

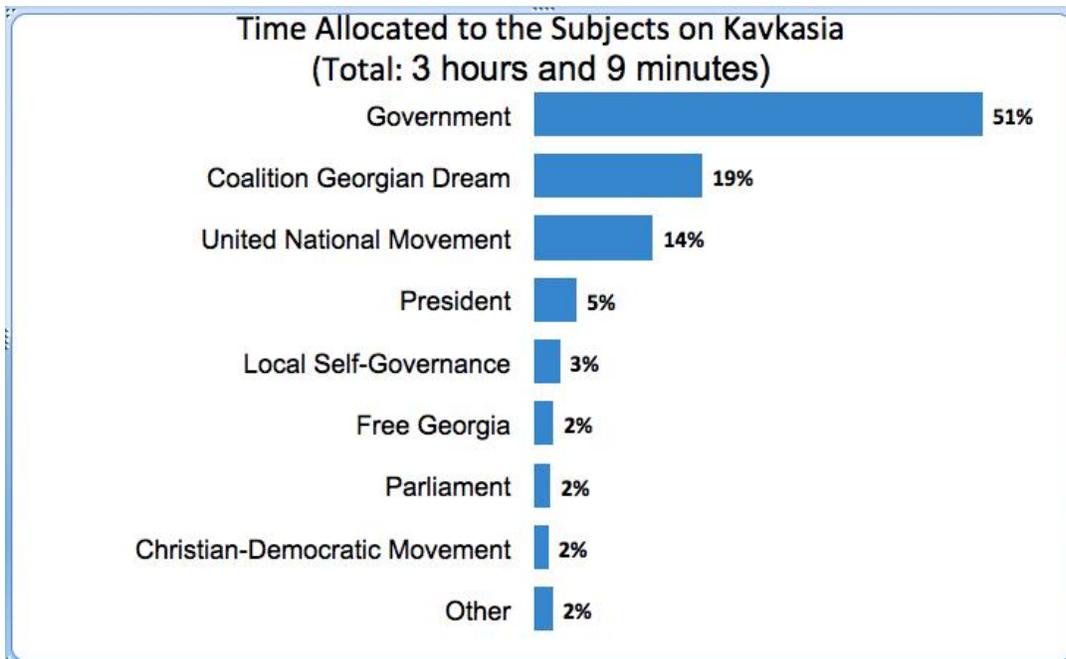


Diagram - Time 5

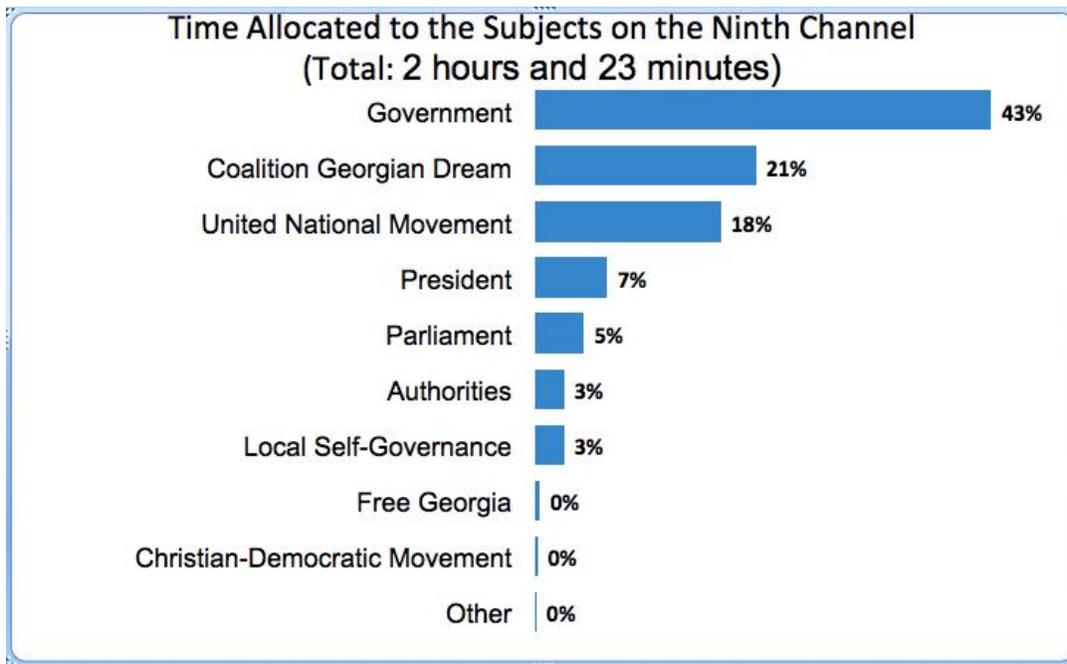


Diagram - Speech 1

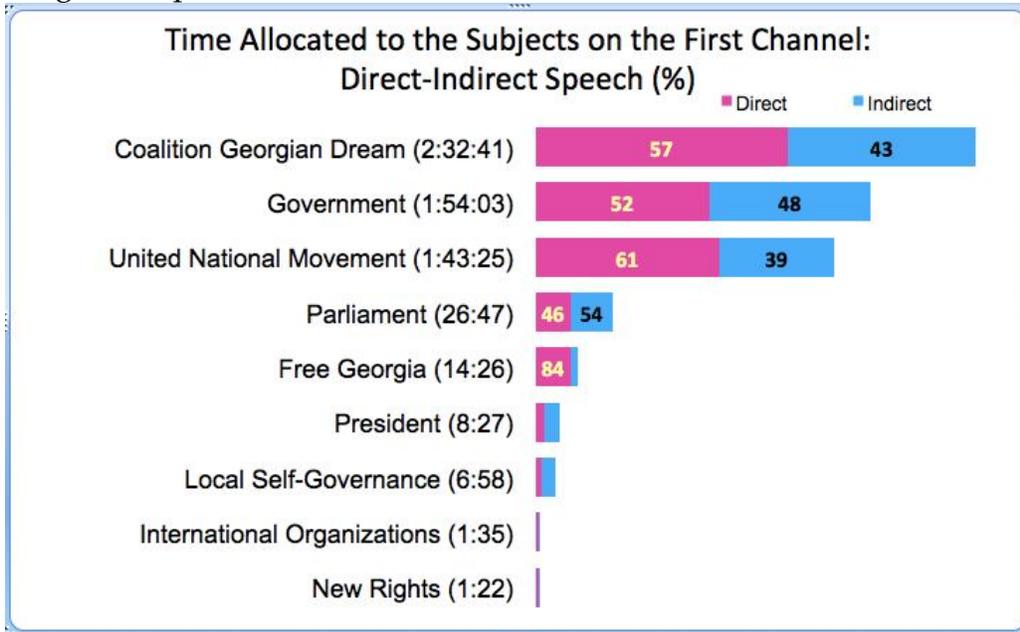


Diagram - Speech 2

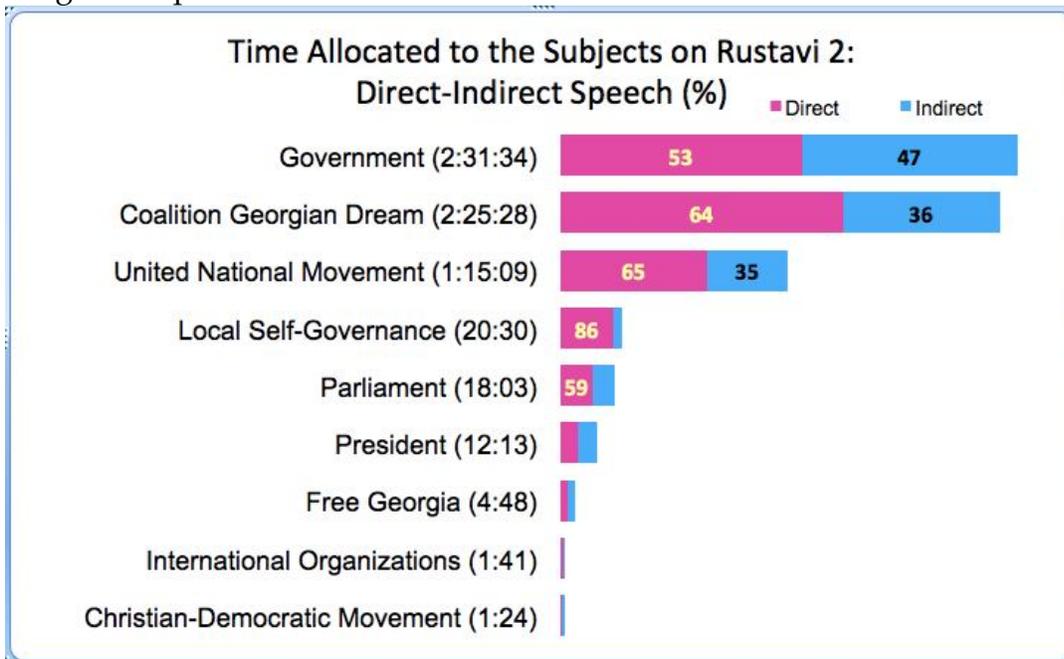


Diagram - Speech 3

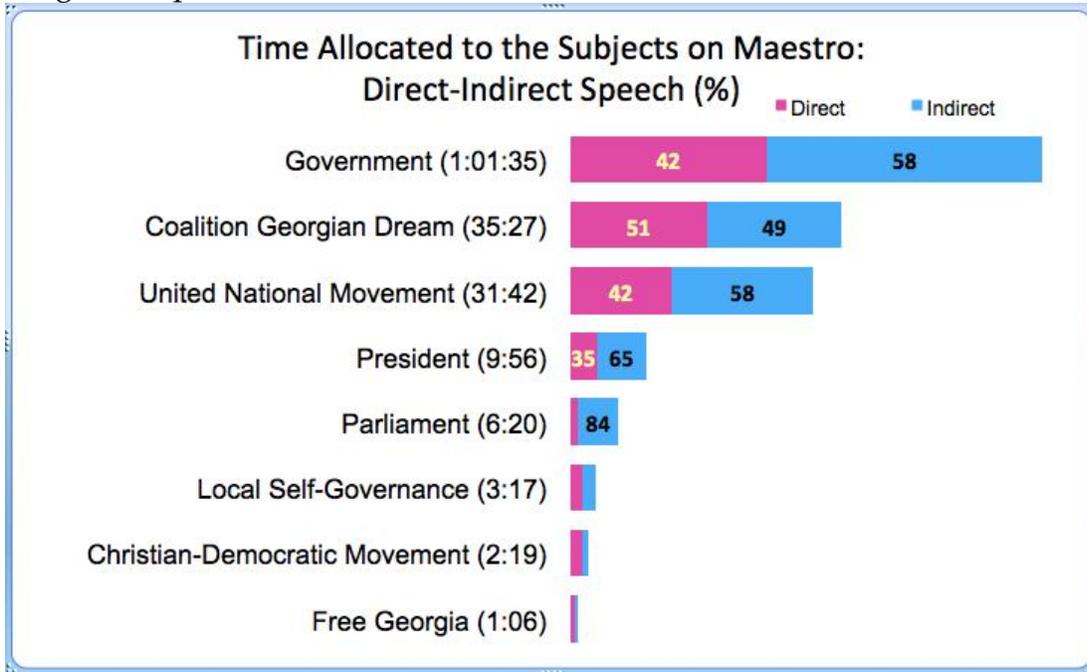


Diagram - Speech 4

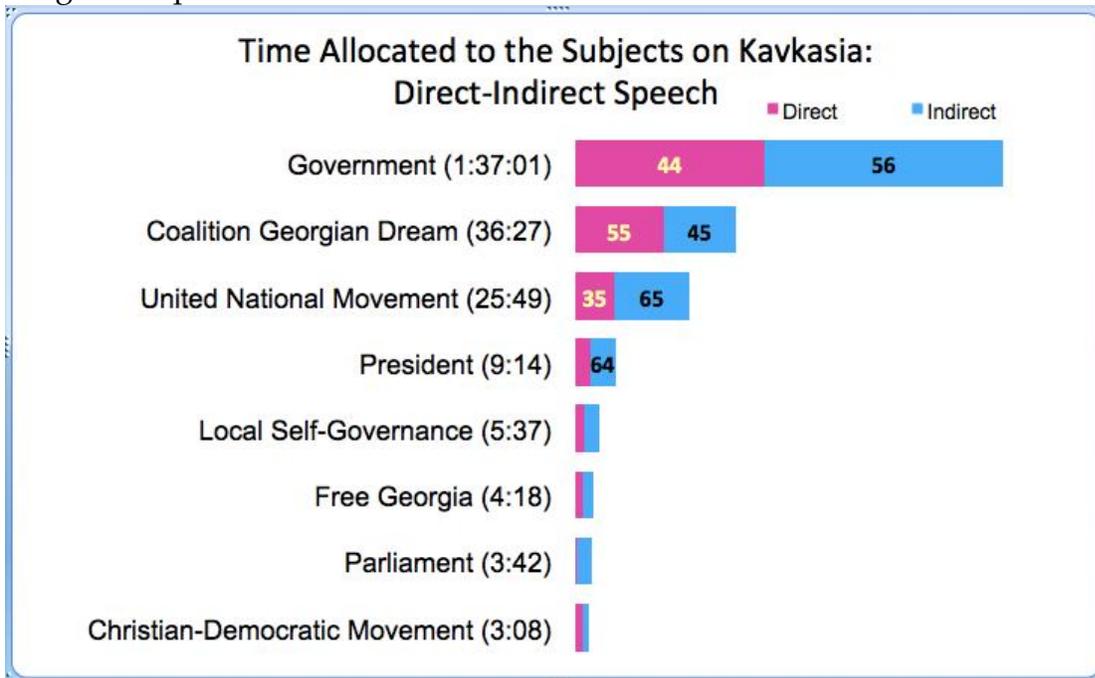


Diagram - Speech 5

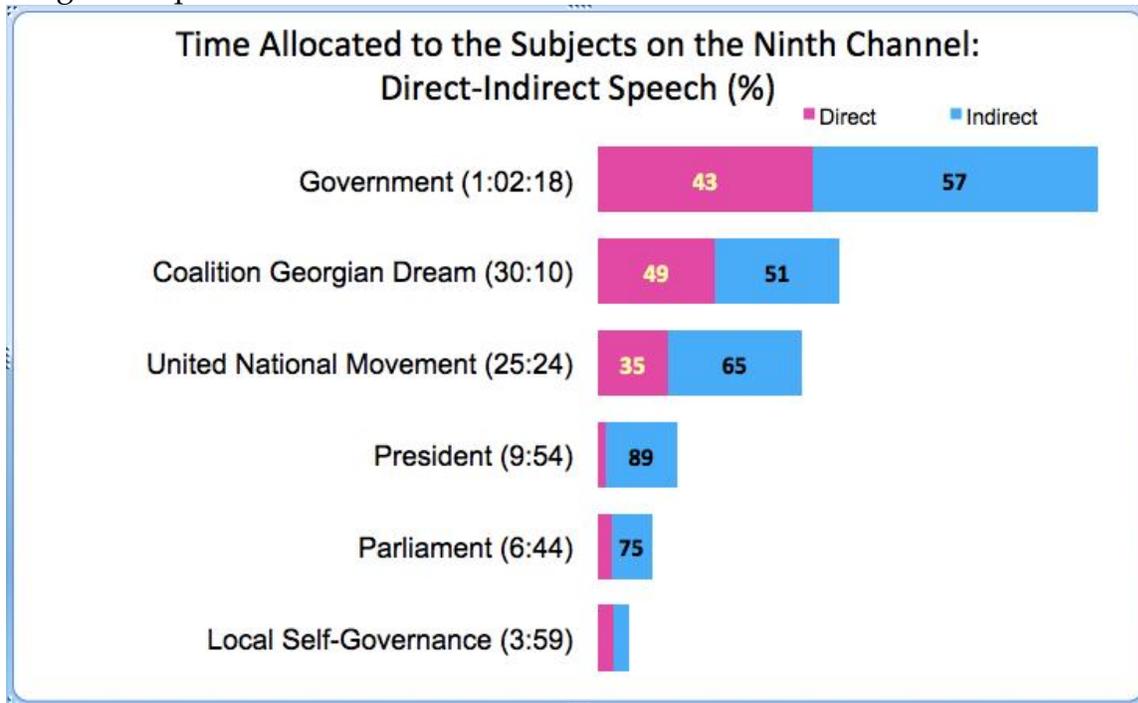


Diagram - Tone 1

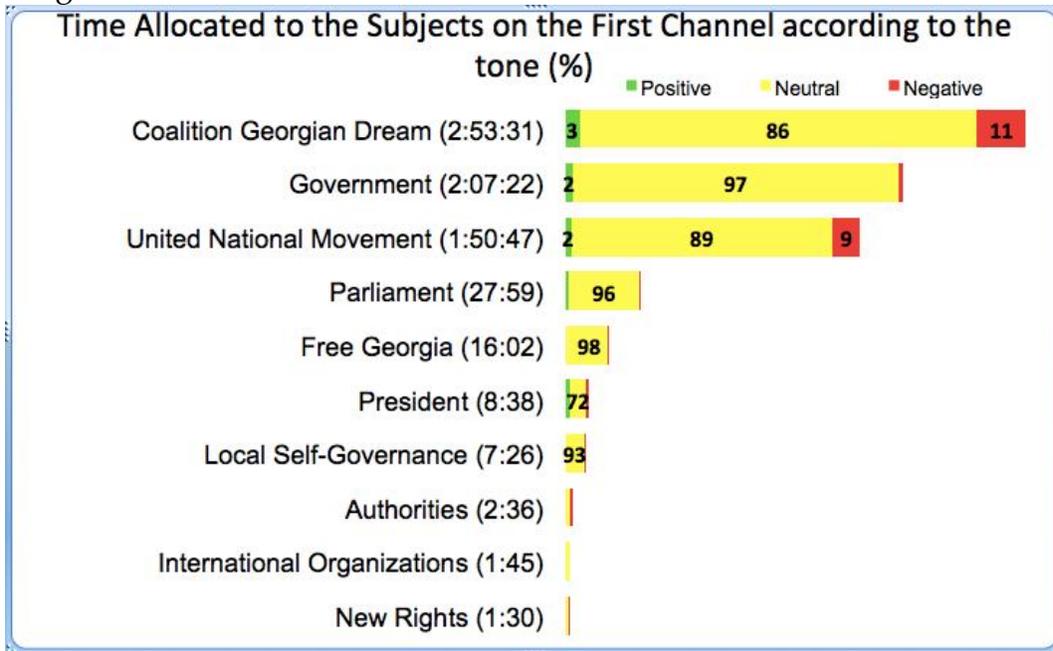


Diagram - Tone J1

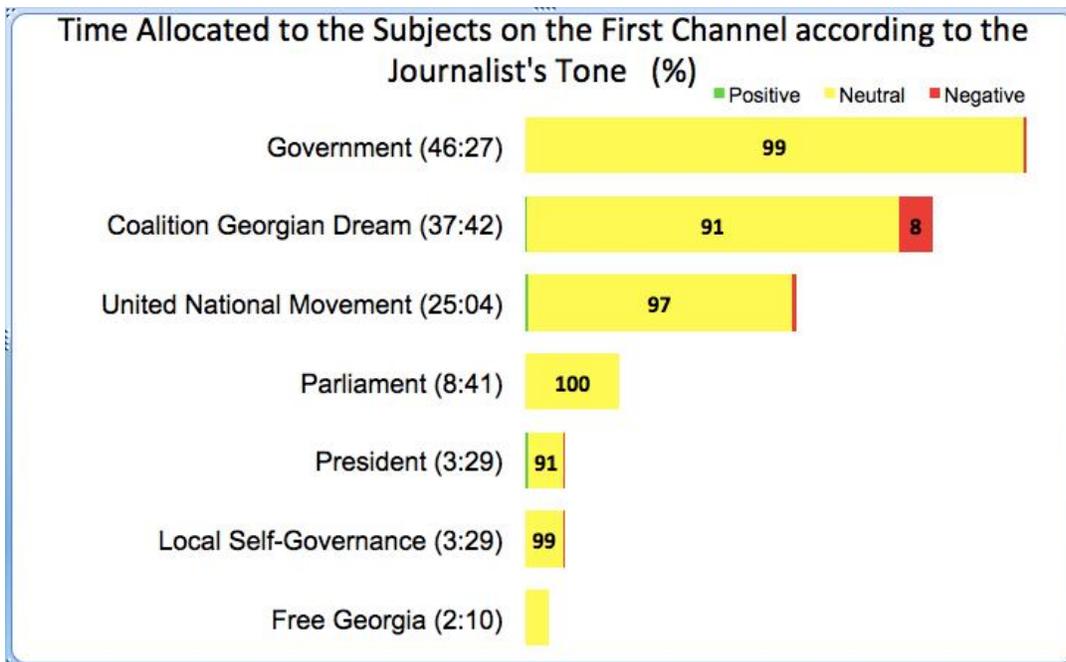


Diagram - Tone 2

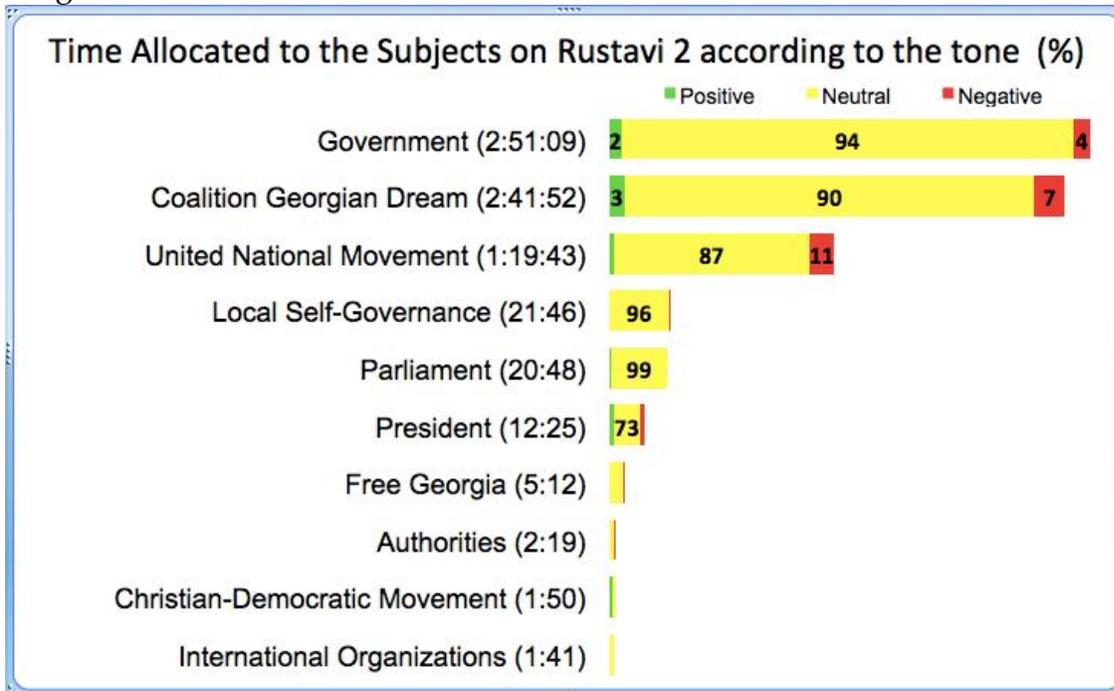


Diagram - Tone J2

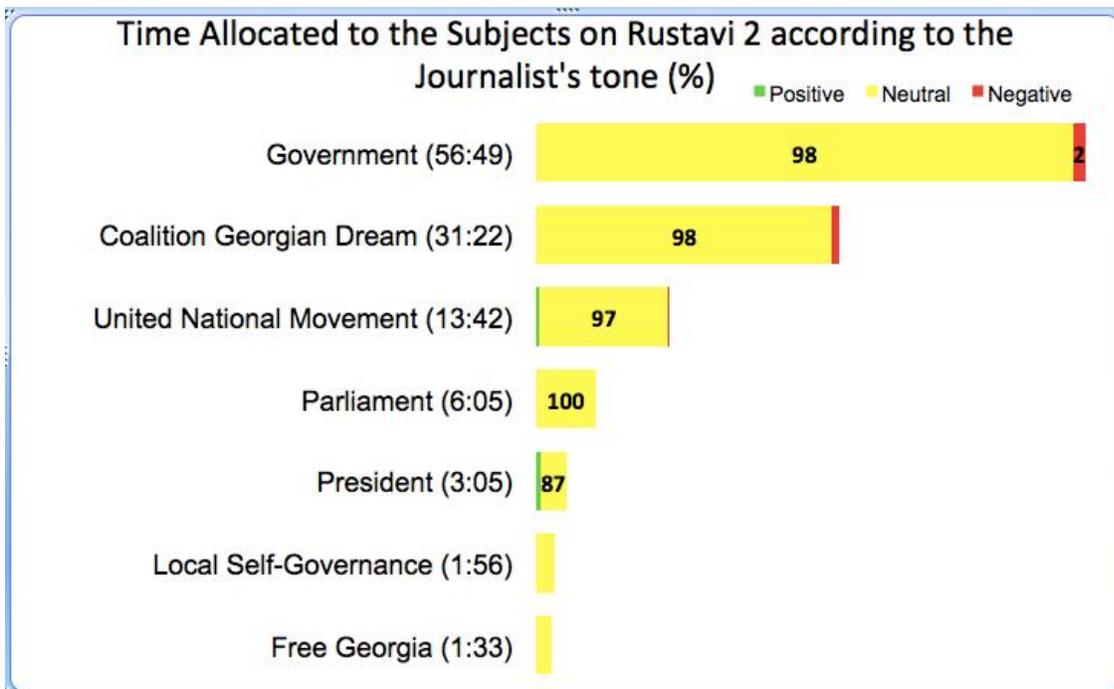


Diagram - Tone 3

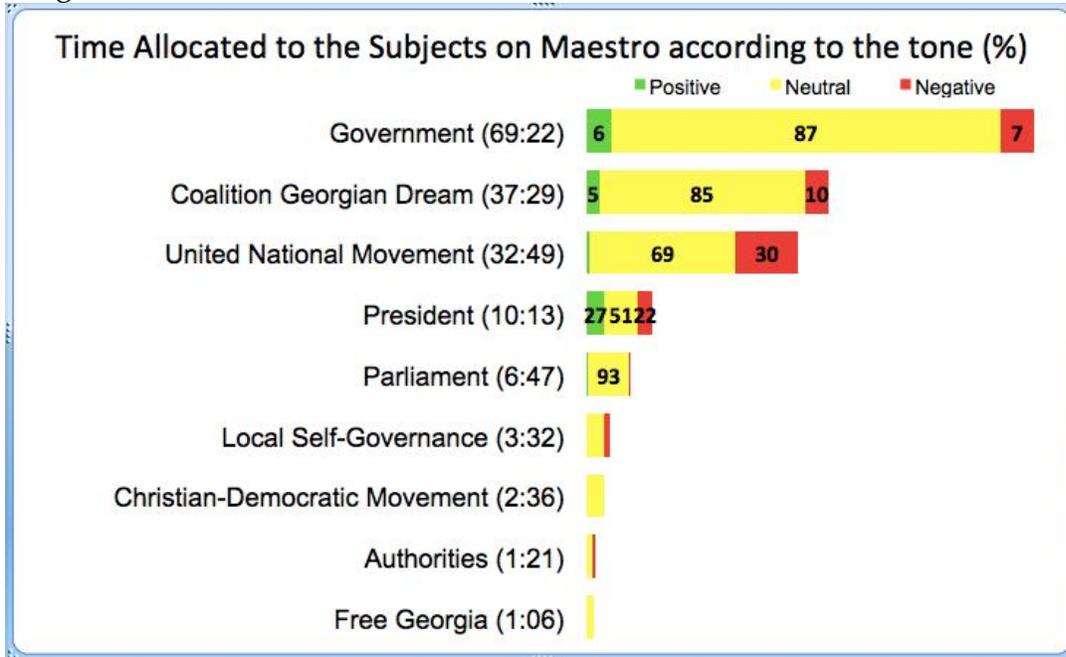


Diagram - Tone J3

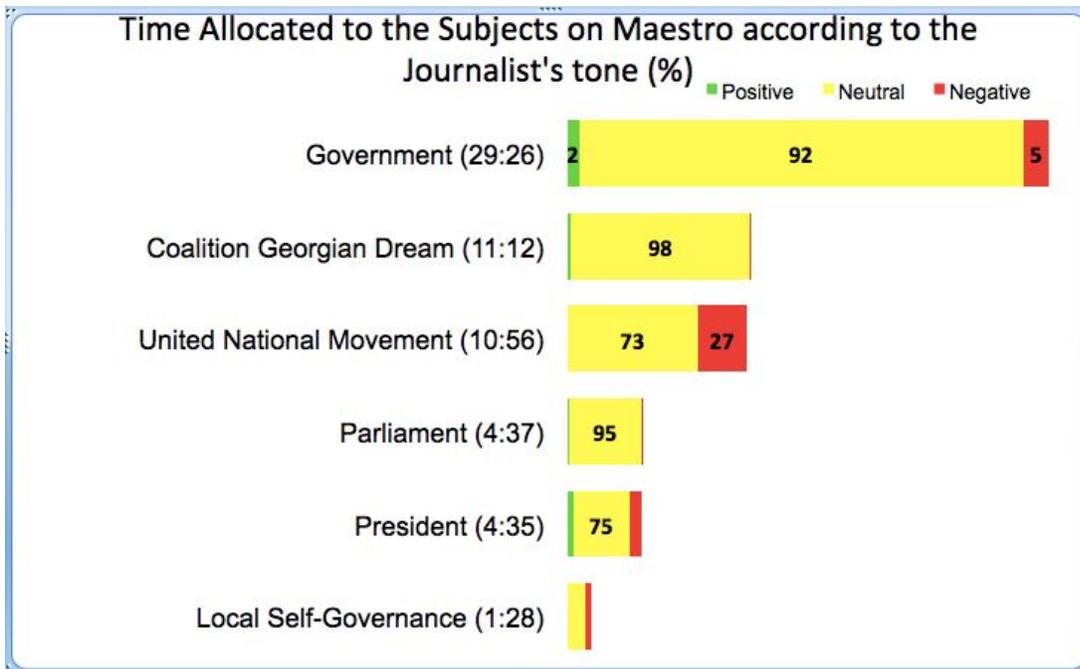


Diagram - Tone 4

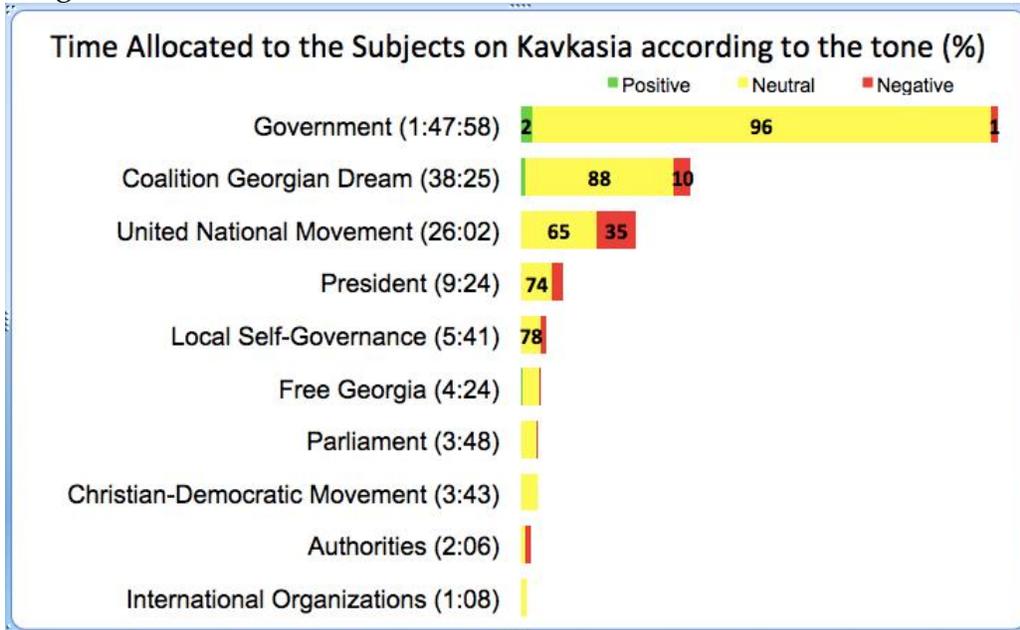


Diagram - Tone J4

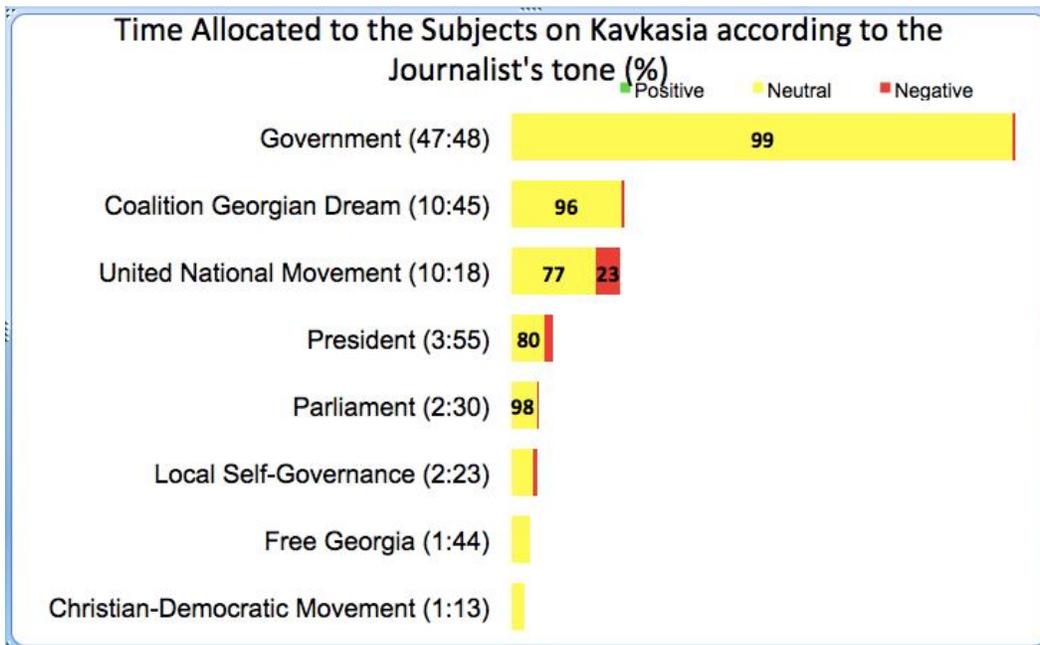


Diagram - Tone 5

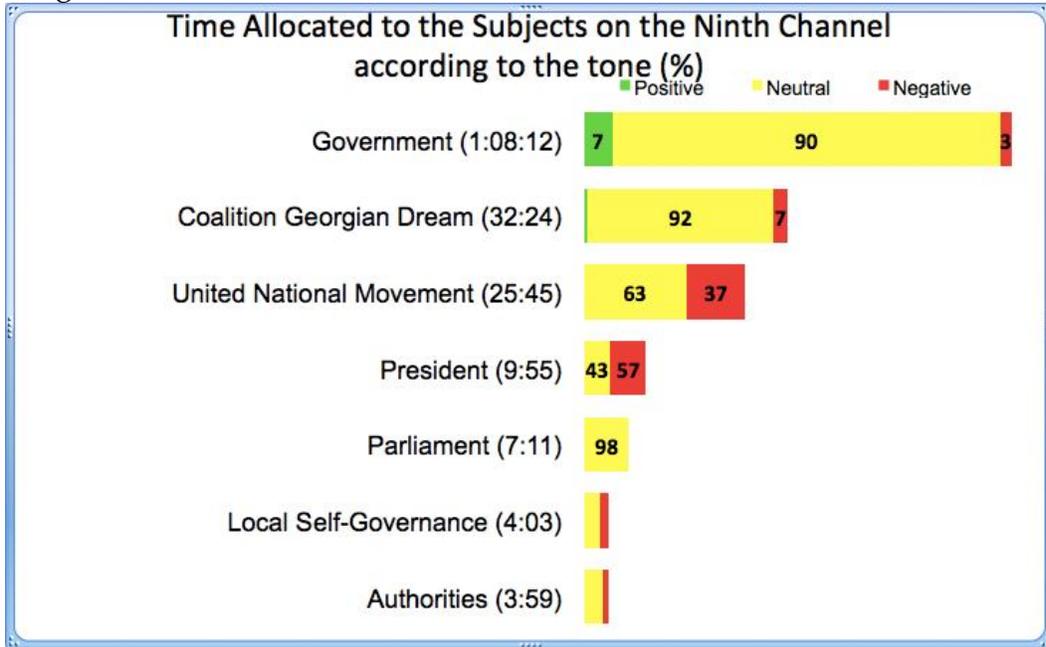


Diagram - Tone J5

